

OneCalifornia Good News

► November 2007 Report



OneCalifornia Connects Geoffrey Canada to Our Community

To launch our Community Connects events series, OneCalifornia brought Geoffrey Canada from Harlem to Oakland last month for a Leadership Lunch and Reception. Speaking under a spacious white tent at Scott's Restaurant and from the stage of the auditorium at the Oakland Museum, Canada moved his audiences to laughter and tears. When loud grinding and vibrations from the dock outside the tent nearly drowned him out, he joked, "I'm not leaving until all of you do!" and continued with his story. That ability to keep going with positive focus and good humor has served him well as founder and executive director of The Harlem Children's Zone, a pioneering, non-profit, community-based organization that works to enhance the quality of life for children and families in some of New York City's most devastated neighborhoods. HCZ serves more than 13,000 children and adults, including over 10,000 at-risk children. The emphasis is not just on education, social service and recreation, but on rebuilding the very fabric of community life.

Canada's ambitious vision translates to simple directives: "Be clear about what you're trying to accomplish. Hold yourself responsible. Know the numbers. Try to win, don't just try not to lose. Do whatever you have to do, whatever the kid needs." He believes that the most important time in a child's life is right now. That belief is at the heart of the HCZ programs, which consider all contributing factors to a child's life from pre-natal through college. In the HCZ model, organizations, agencies, families and neighborhoods work together for the benefit of children and community. Canada started with one block, going door to door. When neighbors filled the street for block party barbecues, the drug dealers went elsewhere. HCZ then went to the next block and the next. To create safe havens, HCZ opened year-round Beacon Centers with services for youth and adults. This passionate advocacy of community support for children is the impetus for comprehensive programs now serving as models for many other cities

across the country.

On the day of the lunch and reception, OneCal provided Mayor Ron Dellums and other community leaders a chance to talk with Canada about local challenges. Whether you missed this event or enjoyed it, please share with us your ideas on how OneCal's community development banking can help people connect in order to improve Bay Area communities. We appreciate your suggestions and participation. Thank you!

**BANKING ON
ONE SUCCESS
AT A TIME**

**Our new headquarters!
1438 Webster
Oakland CA 94612
Please come by
to say "Hello!"
M-Th 9-4, F 9-5**





Farhana Huq Shines Her Brilliance at OneCalifornia Bank Ribbon Cutting

Farhana Huq loves starting things. She grew up influenced by entrepreneurial relatives, particularly her aunt who was brought over to the United States to help with Farhana and her six siblings. After an arranged marriage at 17 didn't work out, her aunt divorced, went on public benefits, and eventually opened a beauty parlor in her living room, where teenage Farhana visited and saw first-hand how a woman can turn adversity to advantage. Farhana volunteered with nonprofit organizations throughout high school and college, and witnessed suffering in her father's native Bangladesh. She came to California to start an AmeriCorps Vista program helping low-income women entrepreneurs and built the program from scratch. When funding was lost, she passionately wanted to continue. After a friend asked, "Have you ever thought about starting your own organization?" and wrote a check for \$1000, Farhana set up headquarters in her own bedroom. In spite of hearing "no" nineteen times for every "yes," she created the nonprofit organization she runs today from offices 405 14th Street in Oakland.

Through **C.E.O. Women** (Creating Economic Opportunity for Women), Farhana helps immigrant women take risks to succeed in their new lives and in businesses. A signature program "Shine Your Brilliance" focuses on skills, assets and building confidence. A ground-breaking telenovela project, Grand Café, will teach entrepreneurship and English through educational soap opera, reaching women through DVDs in their homes and through workshops. Each year serving over 300 women and graduating 40 to 50 from the core training program, C.E.O. Women is having a tremendous impact Farhana's way. Her philosophy: *Small simple things will save the world.* Whether helping a solo entrepreneur or one who employs family, Farhana believes that every small gesture and every little step counts. "Immigrant women have already taken huge risks. As entrepreneurs, lots of women will put whatever they have on the line."

Farhana has always admired the creativity and freedom of entrepreneurs. She sees them like "artists with a blank canvas, bringing their beautiful ideas into the world." For her ideas and dedication, she was honored by the SBA (Small Business Administration) with the Women Business Champion Award at OneCal Bank on September 20th. In accepting, she talked not of herself, her many awards or the impressive results her organization is achieving, but told warmly the story of her student Sunny who started 5ft2in, a clothing business for petite women. Farhana's depth of caring, business acumen and innovation demonstrate community development at its best. She's looking for board members, new media contacts, funding for the telenovela, volunteer business coaches and venture philanthropists. To learn more, visit www.CEOwomen.org.



Farhana Huq of C.E.O. Women accepting the SBA Women Business Champion Award at the OneCal Bank ribbon cutting in September.

Join us in community development banking!

OneCal Bankers are actively calling on business owners and nonprofit directors in the Bay Area.

Contact us to find out how OneCal Bank can help improve economic opportunity in your community.

Call OneCal
510.550.8400
www.OneCalBank.com

Mark your calendar

Thursday, November 29

Reception 5 - 7 pm

House of Stone

Zimbabwean sculpture show at OneCal Bank

Welcome, Salvador Menjívar!

Salvador Menjívar is the new Executive Director of OneCalifornia Foundation.
 1438 Webster Street, Suite 101, Oakland CA 94612
 For information, phone 510.663.2253

